COUNTRY CLUB ENTERPRIZES, INC.
Country Club Promotion
The Country Club Pool
The Dance Card

January 28, 1994

TO Jane Fontaine/Susan Charney

FR Wynn Jackson

RE Marlboro Country National Dance-Off (Revised to 125 clubs)

PLAN Local and regional contests divided into 5 regions, encompassing a total of 125 clubs (10 test clubs plus 115 regular).

Phase I: ~~April~~ MAY - 10 local test contests in 10 pre-chosen markets in the Southwest. These clubs should be included in Southwest regionals in July

Phase II: (a) June-July - Clubs in Southwest will hold a ~~6~~ 5-week local contest holding their semi-finals in the 6th week. On the ~~seventh~~ week, all 1st place semi-finalists from each club in the Southwest will be flown to either of two cities within their region for the regional competitions. 1st place Finalists from both cities will go to National Grand Finals in November

(b) July-August - Repeat Phase II (a) in Midwest region

(c) August-September - Repeat Phase II(a) in Northeast region with the exception of flying semi-finalists to only one city for regional finals

(d) September-October - Repeat Phase II(a) in West Coast region

(e) October-November - Repeat Phase II(a) in Southeast region

Phase III November - National Grand Finals to include all 9 regional champion winners (June through November) in Nashville

Each club will be given the following as tools for their six week contest

- 200 contestant vests w/ logo
- 1 10' x 4' banner w/ logo
- 6 contest posters w/ logo
- 25 flyer slicks - open date slot w/ logo
  matches w/ logo (quantity to be determined)
- 10 event T-shirts for club staff w/ logo
- 100 event buttons w/ logo
- 10 official judges badges
- 2 promotional guidebooks
- 3 cash awards (1st, 2nd and 3rd place)
- 3 trophies (1st, 2nd and 3rd place)
- 1 or 2 gift certificates from non-competing supporting sponsors (i.e. Wrangler, Justin, Laredo, Country America Magazine, etc.)

MARLBORO COUNTRY NATIONAL DANCE-OFF

PROJECTED EXPENSES

(All logo items excluded)

A. PRIZES

1. Cash

Local	- 125 3rd place awards @ $100 each = $12,500
	- 125 2nd place awards @ [illegible] each = $31,250
	125 1st place awards @ [illegible] each = [illegible],500
Regional	- 9 3rd place awards @ $500 each = $4,500
	- 9 2nd place awards @ $1,000 each = $9,000
	- 9 1st place awards @ $1,500 each = $13,500
National	1 3rd place award @ $2,500 per couple = $[illegible]
	1 2nd place award @ $5,000 per couple = [illegible]00
	- 1 1st place award @ $10,000 per couple = $10,000

✓ TOTAL CASH AWARDS = $150,750 ✓

2. Finalist trips

Regional - 116 couples into regional cities

- 232 round trips @ average cost of $300 each - $69,600 ✓
- 116 hotel rooms for couples plus 25+ hotel rooms for non-married couples @ average cost of $60 each = $8,460 ✓

National - 9 couples from 9 cities int[illegible] [illegible]ille

- 18 round trips @ average cos[illegible] $500 each = $9,000
- 9 hotel rooms for couples plus 3+ hotel rooms for non-married couples @ average cost of $60 each = $720

✓ TOTAL COST FOR FINALIST TRIPS = $87,780 ✓ Counts out

B. ADMINISTRATION COSTS

1. Trips (Staff) - 8 regionals
   - 8 round tr[illegible] @ $400 each = $3,200
   - 8 hotel [illegible] @ average cost of $[illegible] - $480 3,680
2. Office
   - telephone charges @ $200 pe[illegible] for 11 months = $2,200
   - shipping charges for 125 clu[illegible] [illegible]ges [illegible] each = $6,250
   printing of 270 guidebook[illegible] eac[illegible] 9,800

13,480

✓ 3. Celebrities
   - 2 celebrities to host all 9 reg[illegible] [illegible] $9,000
   - 18 round trips @ average [illegible] [illegible]
   - 18 hotel rooms @ average [illegible] 19,080

TOTAL ADMINISTRATIVE C[illegible]

C. COUN[illegible]RY CLU[illegible] ENTERPRIZES IMPLE[illegible] CO[illegible]

- 1[illegible] local club events @ $475 each [illegible]75
- 8 regional club events @ $500 each - [illegible]
- [illegible] [illegible]al event @ $1,000 - $1,000

TOTAL IMPLEMENTATION FEES = $ ✓ [illegible]

[illegible] NATIONAL CONTEST SPOKESPERSON (optional)

Costs to be determined

E. NATIONAL FINALS TALENT FEE - $25,000 ✓